

PROJECT NUMBER: 2304
PROJECT TITLE: Flavor Development - New Products
PROJECT LEADER: Barbara G. Taylor
PERIOD COVERED: October, 1987

I. STUDIO (J. Pflueger)

- A. Objective: To develop subjectively acceptable cigarettes with reduced sidestream visibility with flavor characteristics similar to Marlboro Lights.
- B. Status: Flavor-Low and Full Flavor non-menthol - The 2A blend, 8387-71A casing, and 8387-99 aftercut is the present candidate that is being tested vs. Marlboro Lights on an extended OC smoking panel.

MgO/Trim - The MgO/Trim non-menthol model was prepared for a POL test along with our regular Trim model.

II. FOAMED BOUND ROD (V. Willis)

- A. Objective: To develop a binder system that would improve coal strength, decrease loose ends, and allow for possible weight reduction without adversely affecting the taste of the cigarette.
- B. Status: A test was initiated to determine if differences exist between methods of applying the pectin - in the casing versus foamed on at maker. Subjective evaluations showed differences in the two methods of application with the method of applying the pectin to the casing as being more positive.

III. PROJECT TARGET (R. Mitchell)

- A. Objective: To develop a 16 mg tar value entry cigarette that is subjectively similar to Winston.
- B. Status: Flavor development has been initiated on Cambridge cigarettes without aftercut. A new blend has been developed by the Leaf Department, and once received, this blend will be used for further flavor work.

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